to Get Atlantic Tropby.

boat championship of Gravesend Bay. The

speed motor craft and hydroplanes in a

On corrected time, the Edith II took the

START, 10:00-COURSE, 15 MILES.

MILES.

Claim to Wrigley Cup.

There will be no legal confest over ti

trophy, emblematic of the motor boat championship of America. The prize was

carnival in Chicago. It was won by Bub

Reliance II. owned by Stuart Blacks of commodore of the Atlantic Yacht Club

Defeats Joyant and Other Sloops in Race on Sound. Albert C. Smith, is the winner of the At-lantic Trophy, emblematic of the motor

REGATTA ENTRIES HEAVY boat championship of Gravesend Bay. The

series of three regattas. The final race for the fact that the Edith II broke down New Rochelle Club's in the thirty-mile free-for-all the craft casily would have won the title. Special Contests.

was the Gunfire, dr. The latter craft won the hydroplane coffest and also took the se yesterday in the annual special re- free-for-all race. The contests were held the lower bay ...

the regatta committee, H. L. same M. S. Kattenhorn and A. E. Elson board, marking the north end was over the regatta committee. H. L. placement boats that brought even to the starting line. Six were under and one was over thirty-two feet on the water been on the lower bay for the annual race line. John H. Fleston Broads H. E. Work of the Atlantic Vacat Clark. The

for hydroplanes and the free-for-all contest, and in the first contest, and in the free-for-all only Gunfire, Jr., at a reasonable hour. The Mouse won finished. The regatta committee was among the Gravesend Bay knockabouts made up of Alvah Nickerson and Fleet and the Little Dipper led home the star areas and the Little Dipper led home the star class. The Q division was taken by Gray-inckel, which has been doing exceedingly and les, of 2 mile sally that home mark. Captain E. E. Malcolm. s dose fetch on the persotack?

The Cara Min had obtained a lead of seconds on the Joyant at the and of the first round of this course, and incresing her advantage on the second round the won finally, by 1:20. Seren of the "thirties" started at

if Milit the Rowdy leading . They sinted four and one-half minutes late she was fourth boat at the finish. There was some keen racing in the FREE FOR ALL-STARY, 12:00 COURSE, DO

schooner class - Five of them saited and in sailing eleven and one Gunfire, Jr., W. J. Brainard, 1:00:00 1:09:00 aff miles Clarkson Cowl's Moira won Edith H. A. E. Smith. . . . Disabled from the Rival by the small margin of Muly Meid, P. A. Prost. . Disabled. when all of the fifty-eight yachts had Gray Hare, 1:01:38: Empire, 1.02:08. curted with free sheets and their white of far-like clear across the Sound to NO FIGHT OVER TROPHY refty marine picture. The large sloops Commodore Pugh Withdraws

ere over toward the Long Island shore. thile the smaller ones stretched from westchester there to the middle of ownership of the William Wrigley, it 18. Morgan, jr., did some good work the his little sloop Turquoise, of the the principal trophy at the recent water level class, in which five boats started. siling over the 7%-mile course W. W. J. Bucknall was his particular oppo-

Thur's Whiff won from the Yukan by of Chicago, owner of the Distriber, protested Baby Reliance in the ground that the craft was not properly entered. Sally IX, the Kenmult, the Circe. Commodore Pugh threatened to carry bolly, the Lady M., the Edmee, the the case to court. This morning, howisthmen, the Mile. Boss, the Pixy, the ever, Commodore Blackton received the said the Echo. For the first time following telegram from the senior day s sexon five yawls started and sailed officer of the Columbia club. good race the Lady M. winning from "Regatta committee decided to-night

that you won Wrigley trophy. Accept the summary follows: that you won Wrigley trophy. The summary follows: Commodore Blackton at once wired as follows:

| Told and | Finish | time | Thanks for your kind telegram and |

Ticht and owner.

If M.S. H.M.S. good wishes. Trust you will have better the series of CROWDS WATCH RACES

The prize until there is a challenge, in the control of the prize of the control of the con A. Manisteit ... 3:25:49 2:56:49 The first J. P. Mergan, pt. ... 3:23:04 2:48:01 Blackton. MOONERETTES START, 1745 COURSE, MINED CLASS START, 12:50—DOURSE, conducted a modified Marathon run of the miles, which ended at 155th street the miles the CLARKE GIVES UP HOPE

Stockholm Marathon, crossed the line a winner after a hard struggle. He won by seventy-five yards from Tom Nelson, of the Irish-American Athletic Club, who september 15 in a race to Rockland and the Uriginia. The winner is to be selected to turn the Rambile Towns of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Club, by 200 yards. The time Course time Renning, 20042, Mist, of the winner was 55 minutes. There are shifted with the finish.

Five boats are tied for the Mahnken prize, they being the Idle Hour, the Alma II, the Canereo, the Scotland and the Uriginia. The winner is to be selected to September 15, in a race to Rockland Light and return.

Samble T. 188 THERD DIVISION—

STARIT, 188 COURSE, 115 MILES, and the winner was 55 minutes. There were skyly-five starters.

Pos. Name and club

1-Harry Smith, unattached, 55:00

Cheel 8 and E. 8 Aposeby 3(28):37 2:29:37

2-1 Nelson, Irish American A. C. 55:13

2-2 Nelson, Irish American A. C. 55:13

3-3 J. Williams, Morningside A. C. 58:05

Sample P. Lambrich Stockholm Marathon, crossed the line a winner, after a hard struggle. He won by seventy-five yards from Tom Nelson, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-American Athletic Club, who in turn led J. J. Williams, of the Irish-Americ

TAWL CLASS START, 1:05-COURSE, 11% Pirates Had Chance for Pennant, but Cace H J M Andredon 3:70-2) 2:34:25 light H E Majick 3:21:34 2:26:34 Onin A D Seviour 3:43:10 2:28:10 aprise M S. Katenborn 3:51:34 2:48:34 Corrected time—Lady M. 2:16:34 Grace II. 242:36 Grace II. 22:30:40

Software Lady M. 2:16:34 Grace II. 23:30:42

Software Lady M. 2:16:34 Grace II. 23:30:42

Software Lady M. 2:16:34 Grace II. 24:30:40

Software Lady M. 2:16:34

Software Lady M. 2:16

CLASS R START, 1:15-COURSE, 7% MILES.

MILES.

2:44:26 1.84:26

FREEBOOTERS WIN FINAL GAME

1 P. Morgan, 3r. 2:46:26 1.38:25

Sender, 1 S. Morgan, 3r. 2:46:55 1.38:55

FREEBOOTERS WIN FINAL GAME

1 P. Morgan, 3r. 2:46:55 1.38:55

Sender, 1 S. Morgan, 3r. 2:46:55 1.38:55

FREEBOOTERS WIN FINAL GAME

1 P. Morgan, 3r. 2:46:55 1.38:55

Sender, 1 S. Morgan, 3r. 2:46:55 1.38:155

FREEBOOTERS WIN FINAL GAME

1 P. Morgan, 3r. 2:46:56 1.38:25

Sender, 1 S. Morgan, 3r. 2:46:56 1.38:25

FREEBOOTERS WIN FINAL GAME

1 P. Morgan, 3r. 2:46:56 1.38:25

Sender, 1 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 2 Morgan, 3r. 2:46:56 1.38:25

Sender, 3 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 4 Miles, 2 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 5 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 5 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 6 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 6 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 7 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 8 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 8 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 9 S. Morgan, 9 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 9 S. Morgan, 9 S. Morgan, 3r. 2:46:56 1.38:25

Sender, 9 S. Morgan, 9 S. Morgan, 3r. 2:

Lost-Picks the Giants.

CONNECTICUT LEAGUE RESULTS.

APAWAMIS CLUB.

ARA MIA LEADS FIELD TITLE MAY GO TO EDITH II YACHTS IN DEAD HEAT

Although no official announcement has as yet been made, it seems practically certain that Edith II, the property of Finish Line as One Boat.

GRAYJACKET WINS AGAIN

Breezes in Bensonhurst

is a good breeze from the west-north- race for displacement boats of dess than The largest Saturday regatta of the and the New Rochelle Yacht Club in connection with the annual race week Club and the starting and finishing line failed to secure a wicket. of the Atlantic Yacht Club and were the was off the Atlantic Yacht Club at Sea bes tmotor boat contests ever decided on Gate. Unfortunately the wind petered out start was made off Echo Bay. Water conditions were perfect for the soon after the second round started, and,

Ine. John H. Flagler's Esolate II was week of the Atlantic Yacht Club. The large craft, and it scored a sall-over prize. Vita and Artful broke down in the division for small bouts, a race final-but order at 12.26.20, m. the division for small boats, a race finally taken by Edith II.

The first balloon jibs at once, the Gunare, Jr., Muir Maid, Edith II and was a dead hear. The yachts were timed by the course, 2% miles, to Scotch to boat, and at that hour Gravesend for hydroplanes and the free for all the saying. for hydroplanes and the free-for-all con- Bay was lost in shadows.

DISPLACEMENT BOATS UNDER 32 FEET | Well recently. In the same class was the Florence, recently purchased by Richard Elapsed Rummell, who has renamed the craft the Tacht and owner.

Finish. thire

H.M.S. If MS.

Gunffie, dr. W. J. Brainard. 19:26:11 6:26:11

Edith H.A. C. Smith. 19:26:28 0:36:25

Empire, L. J. Luckenbach. 11:26:38 1:20:38

Cray Eure. A. Haus. 11:28:17 1:28:17

Vin. Mrs. Paula Blackton. Disabled. Attful, H. Cooms. Disabled. Disabled. See The Hamburg won the Review of Disabled. safed the same course as the P boats, safed the same course as the P boats, and at the end of the first round the Moss led the Alera by 2 minutes 10 sections. She proved the winner by beating fig. Alera by 5 minutes 19 seconds. All MILES.

MILES.

Actful, H. Cooms.

Disabled

Excellent division was won by the M. & F. The Hamburg won the R class and the M. & F. II, took the S division. In the evening, the Bensonhurst Yacht Club gave in entertainment to the racing tars.

MILES.

The summary follows.

MILES The summary follows:

Gunfire, Jr., W. J. Brainard, 11:38:38 0:33:38 GRAVESEND BAY KNOCKABOLTS-START, Edith II. A. C. Smith 14:36:44 0:3

	and Council, o in		Ellapsed
		Finish.	H.M.S.
,	Yacht and owner	H.M.S.	1:48
	Mouse, R. A. Dingman	5:03:55	
	Skylark, M. A. Howard	5:21:51	2:06:51
	Merry Widow, Balley & Bailey.	5:22:00	2:23:43
	Chico, S. R. Church	5:38:45	
	STAR CLASS-START, 3/2 MILES.	- COUL	USE, S
		5:19:08	1-29:06
	Little Dipper, G. A. Corry	1072:50	2 12:56
	Star Faraway, A. D. Fr	7:35:20	0.79% (0)
,	Armin, W. F. Marintoni.	5 46 25	
Ø	Shake, F. Richards	6:09:09	2 49:05
	PHARE P. BICHARDS	6:21.45	2001:41
	Mercury, J. S. Habtead	Or Then	ALTER
,	NEW YORK CANOE CLU START, 4:00-COURSE.	4 531175	
	Metaor 1 C Priking	6:06:10	2:01:19
	Meteor, J. C. Ernkins North Star Maurel and Holff-	Little not	thribali
	SLOOPS-CLASS Q-START,	2.00-0	GURSE
ě	Graylacket, P. C. Noble	week-mi.	3120100
-	Spider, H. Chubb	6-27-36	20:27:39
ş.	Alter G. Davis	6:40:41	2040:41
ŕ	Suclew, E. F. Luckentach	41 12 112	3 42 13
	Divice 12: Kumine Lancounter	(E-37-2007)	3.4-19
	HANDICAP CLASS - PTES START, 2:05-COURSE,	DIVE	HON -
	a de la companya del companya de la companya del companya de la co	61.41.05	25-200-232
	Clare V W Van Clief	6-42-24	2007 2
	Claire, C. W. Van Clief.	6.54:00	33,49:00
,	La Cabana Siddist	A STATE OF	
	BANDICAP CLASS SECON START, 5:05—COURSE,	D DIV	ISION-
t	START. 5:05-COURSEL	12 Mill	175
	M. and F., C. M. Camp.	7130308	4 (18/2)
ö	Eine Bill, Z. Maybes	7121.40	4 10000 17.7
	Ganda, W. It. Hall	4 1 14 15	217
	M and F. C. M Camp line Bill, Z. Maybes Gunda, W. H. Hill Corrected time—M. and F. Bill, 4:15:31; Gunda, 4:21:42		
	SLOOPS-CLASS R-START.		
	Viceleta C Shields	7:35:03	4:50:97
	Virginia, C. Shields	7:24:21	4:10:2
5	SLOOPS-CLASS S-START, 12 MILES.	3-10-C	
	M. and F. H. C. M. Camp	7:13:50	
	BAYSIDE BIRDS START, 12 MILES.	2:15C	OUREE
п	The Land A of Auditoria	7:01:07:	4/085-23

The first replica goes to Commodore Motor boat enthusiasts who enjoy Blackton. Watching local races on the North River ified Race of Woodmen. side Drive, was four times around a four Shortly after the welcome home to the mile triangle off the clubhouse, and there Shortly after the welcome home to the was much cheering when M. B. Rohin the IX. A. E. Black. 2 200 200 Complete athletes in the Ciry Hall yester. Son's boat, the Idle Hour, won by only corrected time—Sally X. 20524. Alert, day the Modern Woodmen of America.

at the and owner	\$1.	11 M F	
Yacht and owner	133.0	125 44	
tein, C. C. Hunt traines, H. M. Berts	1:09:09		
Abby May, A. Robinson	1:58:32	1.30 08	
Catherine L. J. and J. A. Mon	12322510	1.20.10	
A ms H. F. T. Pratt Nedra, E. L. Mebuken	The state of the s	1:21:51	
them E Voodfel	#101 AT	1:32-16	
Haleyon F Swares	# 170 m 157 %	1:03:58	
Nereld, C. Roselskerger			

Pittsburgh, Aug. 24.-"It's a glad relief DART WINS PACE AT STAMPOPD

	time.
Boat and enper	H.M.S.
Dart, Schuyler Gillespie	4:57:13
there is the second state of the second seco	The second second
the sale of the sa	49000 10000
orlaw, G. G. Deminic	5:00:41
Killie dartholomew Jacob	5:09:09
Osprey, D. L. Elliman	5-14-18
Kittaway, K. C. Fleitmann	5-14-24
Kittaway, K. C. P. C.	
BUG CLASS S-TIME OF START,	9:50
John Radley	10:45 90
Harold Jacobs	10:45:00
Kenneth Knox	10:40:40
James J. Jenkins	10:47:55
fames at action	

booters defeated the Wanderers by 9

The Bost W. E. Lindermann 2:45:47 1:35:47

Book W. E. Lindermann 2:45:47 1:35:47

Book W. E. Lindermann 2:45:47 1:35:47

BOOPS C. September 2:43:44 1:35:44

BOOPS C. Lee C. Le Oyster Bay, Long Island, Aug. 24 -- Six beats started in the weekly regatta of the Seawan-Seringh A B Clements... Did not finish.

Springfield, 5; Bridgefort, 3.

Springfield, 5; Bridgefort, 3.

Springfield, 5; Bridgefort, 3.

Springfield, 5; Bridgefort, 3.

New Haven, Torijortford, 0.

Holyoke, 313; Waterbury, 4.

The summary follows:

SLOOPS—CLASS S—START, 3:05—OUTSIDE

APAWAMIS CLUB.

Game at Livingston. Phenomenal hitting on the part of Oscar

not scored until the eighth wicket had fallen. Turville was batting for thirtyseven minutes, and actually made 68 runs fity-eight Vachts Compete in was held yesterday morning. Were it not Big Fleet Hampered by Light out of 76 made off the bat during his stay. M. R. Cobb was in splendid form for Staten Island. He made top score of the is a \$600 the standard of the standard from start thirty-two feet. The first boat, to finish summer was salled on Gravesend Bay of the Pilgrims, which toured this countries that held fairly steady from start thirty-two feet. The first boat, to finish summer was salled on Gravesend Bay of the Pilgrims, which toured this countries that the standard of the standard from th

ON THE CRICKET CREASES of the Manhattan Cricket Club, at the out for 76 when stumps were drawn. The out against the best bowling Prospect Park parade grounds, yesterday, Veterans scored 211 for five wickets. the eleven of the Bensonhurst Field Club Turville's Batting Feature of bettered their position in the Matropoli-County yesterday at Livingston. Richmond county won by a margin of 16 run, and later played a not-out inning of run, and 2 wickets. The victory was 55. Harry Tyers took 3 wickets for 34 runs and 2 wickets. The victory was 55. Harry Tyers took 3 wickets for 34 runs and 2 wickets.

The league game between the New York Brighton proved easy for the Veterans, who defeated their younger opponents be-Club's Regatta.

Fide in an innings of 32, and followed this up by capturing 5 wickets, at a cost this up to a compliant leading of the West dismissed them for a paltry total of 6 and then held the wick-while E. Southern contributed 19 and A. Indians, who first dismissed them for a paltry total of 6 and then held the wick-while E. Southern contributed 19 and A. Indians, who first dismissed them for a paltry total of 6 and then held the wick-while E. Southern contributed 19 and A. Indians, who first dismissed them for a paltry total of 6 and then held the wick-while E. Southern contributed 19 and A. Indians, who first dismissed them for a paltry total o fore three wickets fell. Manor Field

tary of the New York and New Jersey scorer.

Park Cricket League to send representa- to which the winners responded with 45. tives to this meeting.

A century was scored by F. Austin, bettered their position in the Matropoli-tan League, winning by 149 to 37. The Manhattans were first at bat and were all disposed of for a small score, of which all disposed of for a small score, of which booked passage on the steamship Olympic

The Brooklyn United Sons of St. Cricket Association. Invitations have The Brooklyn United Sons of St. been sent to the Metropolitan Di trict George won a close match by seven runs Veterans and Manor Field at West New Cricket League and the Van Cortlandt from the Orients, the latter making 38,

> Bensonhurst defeated Manhattan in the league series, second section, by 54

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

No-Rim-Cut Tires—10% Oversize

The Human Side of Tires The Goodyear Code

After all, tire worth depends entirely on the men behind the tires. So today let us cover the human side—the ambitions and principles, the men and the methods which underlie Goodyear tires.

Complete Independence

We believe that active competition, better than anything else, insures justice to consumers.

It makes quality essential, compels fair prices, induces a square deal.

Under free competition the best man wins, and that's best for all concerned.

So we maintain complete independence. We have no trade alliances, no gentlemen's agreements. And consolidation, when proposed, has met our earnest oppo-

Even our patents are licensed to others, to avoid the slightest taint of monopoly.

Modest Capitalization

We believe that high cost of living is largely due to the enormous volume of

Fictitious capital, calling for dividends, compels prices out of reason.

So we have clung to modest capitalization, though this is the world's largest tire business. Not a dollar of water in our capital stock.

We count in our assets neither patents nor good will. We have no bonded debt.

Moderate Profits

We insist on moderate profits. Our eventual interests, we are sure, are best conserved in that way.

Our profit last year on No-Rim-Cut tires averaged 815 per cent. That's half the and breadth of view are evident in Goodusual in a lime like this.

Factory Growth

fifty feet wide, and one story high, it would be

Goodyear Popularity

Last year's output for the first six months was 186,347 automobile tires. This year's output, for the same six months, came to 435,983 tires.

motorists said about Goodyear tires and methods.

How It Came About

The ablest men we could find have, for 13

This has largely come about through what

Those are eloquent figures to answer the ques-

year's sales in the year 1909.

tion, "Do ideals in business pay?"

years, worked to perfect these tires. Years ago, in our factory, they

machine wears out four tires at a time, under all sorts of road condi-

On this machine they have tested

Every method and process has

here been put to the ultimate test

New ideas have been constantly compared with the old. Rival tires

have been compared with our

over 200 fabrics, and some 40 for-

built a tire-testing machine.

mulas for treads.

Our monthly sales now just about equal our

And that in a business where costs are cut to the minimum, by enormous output and modern equipment.

In a rubber tire business, with fluctuat-

ing materials, that's a margin as small as

one dares to accept. **Profit Sharing** We believe that men work best who

have a share in the earnings. And that owners of the business are apt to best serve its patrons.

So 134 of our leading men share in the Goodyear profits. And the Company has helped them acquire their stock. Our branch managers are stockholders.

Thus our dealings with the public, the whole country over, are being conducted In our factories, building tires, there are 49 stockholders. In our office there

Ninety per cent of the Goodyear common stock is owned by the active men in

the concern. Every voice in our policy, every factor in quality, every creator of Goodyear reputation, shares the results of his actions. We know of no better way to insure to our customers the service which we

Trained Men

College-bred men are employed here in year dealings.

For our factories we pick the most promising men who come from great technical schools.

Not in a personal way - not a boast-

ful way. We wish simply to show, in

these days of complaint, that Big Busi-

ness may still be guided by The Golden

Every year our superintendent visits the best of these schools, where he aims to select the very cream of the graduates.

Thus we have gathered here, in the course of years, an army of trained and competent men. And the future of all of them depends on better tires.

All Young Men

We believe in young men, and our organization consists of them. The most important man in it, in a manufacturing way, is 36 years old.

Thus the Goodyear concern typifies the activity, the enthusiasm, the ambition, the enterprise of youth. Each man's career lies mainly before him. So none rests on his laurels, none

is yet easing up. Goodyear men, wherever you meet them, are the kind you like to meet. They personify intelligent activity.

Fairness and Truth

Above all, with these men we insist on fair dealing, and on utter regard for the

Faults and mistakes are forgiven by all of us, but unfairness and falsehood

Here lies, we believe, the chiefest reason for the Goodyear growth. Wherever you seek you'll find a boundless faith in what the Goodyear people do.

A 6-Mile Factory Now Results Also Monarchy of Tiredom

Do ideals in business pay?

Let us note the result after 13 years. Goodyear tires now far outsell every other tire.

The sales have doubled six times over in the past three years. They double now once in eight months. Every question that came up has been an-

Trade came like a flood as soon as men became acquainted with these tires. Now a monthly output of 100,000 fails to keep pace with the call.

passengers.

Few business stories ever told compare with the Goodyear story.

Our original factory had 36,000 square teet. Our additions for the year 1912 alone will total 560,000 square feet. have brought Goodyear tires pretty close to When these additions are completed they Rim-Cutting Ended will give us a total of 1,600,000 square feet. Figure what this means. Were the factory

swered only by the mileage test.

Completely Then some of our experts took up the rim-cutting question. They examined thousands of ruined tires, of nearly every make. And they found among all the clincher tires that 23 per cent were rim-cut.

After 13 years of that sort of comparison we

Then a tire was invented to make rim-cutting impossible. It is known as the Goodyear No-Rim-Cut tire.

These tires now outsell every other tire made. They are used today on tens of thousands of cars. Yet never has one been rim-cut.

By this invention alone we wiped out for tire users about 23 per cent of their tire upkeep.

Saving Blow-Outs At the same time our experts took up the

question of blow-outs, due to overloaded tires.

and oversize - have saved motor car owners many millions of dollars. For tens of thousands of men they have cut tire bills in two. 200,000 Users There are not less than 200,000 motorists now using Goodyear tires. Wherever we have made a careful count—at shows and in showrooms—

Nine tires in ten, when of just rated size, are at times much overloaded. Sometimes by extras

added to the car - sometimes by over-weight

It is figured that 5 per cent added to the weight takes 15 per cent from the tire mileage.

So we made these tires-No-Rim-Cut tires-

These two features together - No-Rim-Cut

10 per cent over the rated size. And that 10 per cent oversize, under average conditions, adds

25 per cent to the tire mileage.

every third car is equipped with them.

This year, 127 leading motor car makers contracted for Goodyear tires. Over 100,000 cars of the 1912 models were equipped at the factory with them. That is the present situation, with 25 competitors making tiles.

Now Goodyear sales are doubling every eight months. They are twelve times larger than three years ago.

Judge for yourself what conditions will be when all men know these tires.

The Goodyear Tire Book - based on 13 years of the making-is filled with facts you should know. Ask us to mail it to you.

Goodyear pneumatic tires are guaranteed when filled with air at the recommended pressure. When filled with any substitute for air our guarantee is withdrawn.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO (This Company has no connection whatever with any other rubber concern which uses the Goodyear name)

NEW YORK BRANCH-BROOKLYN BRANCH-64th & Broadway. Phone Columbus 7490-7491-7492-7493

1172 Bedford Ave. Phone Bedford 7560-7561. NEWARK BRANCH-579 Broad Street. Telephone Market 7566-7567

No-Rim-Cut Tires—10% Oversize

No-Rim-Cut Tires With or Without Non-Skid Treads